Permit #F00034624

FilmL.A., Inc.
1201 W. 5th Street, Suite T-800
Los Angeles, CA 90017
t: (213)977-8600 - f: (213)977-8601
www.filmla.com

Summary Information

Permit No: F00034624 **Type of Permit:** FILMING **Release Date:** 12/07/2010

Production Company THE CUSTOM FAMILY

Insured Company Name THE CUSTOM FAMILY
Contact Phone No. 1 212-742-1744
Contact Phone No. 2
Fax 212-742-1441
Address 40 EXCHANGE PL, #1708
NEW YORK, New York 10005

Production Title BLOOMINGDALES

Type of Production Commercial - Standard

Producer Joe Mandarino

Director n/a n/a

1st AD n/a n/a

Production Manager n/a n/a

FilmL.A. Coordinator Hans Groszkruger

Location Manager Alex Hamilton
Primary Phone Office - 818-321-0091
Secondary Phone Office - 212-742-1744

Location Assistant N/A N/A
Primary Phone Office - 818-321-0091
Secondary Phone

Fees

Posting 600	$276.00
Notification Charge	$465.00
FILMLA FILM APPLICATION FEE	$625.00
LA COUNTY ROAD APPLICATION FEE	$52.00
LA CITY FIRE DEPARTMENT SPOT CHECK SURCHARGE	$85.00

Total Permit Fee $1,503.00

Number of Locations 3

NOT A PERMIT

FilmL.A., Inc.
1201 W. 5th Street, Suite T-800
Los Angeles, CA 90017
t: (213)977-8600 - f: (213)977-8601
www.filmla.com

Summary Information — Location

Permit Number F00034624
Production Company THE CUSTOM FAMILY
Insured Company THE CUSTOM FAMILY
Production Title BLOOMINGDALES

Location Manager Alex Hamilton
Primary Phone Office - 818-321-0091
Secondary Phone Office - 212-742-1744

Location Address 2321 Zeno Pl, Los Angeles, CA, 90291

Location Type Private Residence

Film Dates 12/8/2010 - 12/8/2010 07:00 - 22:00

Open or Closed to the Public Closed

Generic Conditions
Equipment vehicles may park on one side of street
Must Maintain 5' Clearance on Sidewalks/Walkways
No Cast and Crew parking on areas streets.
No interference with vehicular or pedestrian traffic

Please see attached document Venice Area January 2010.pdf

Equipment on Location

Type	Quantity
5 or 10 ton trucks	5
Cast/Crew vehicles	55
Cube Trucks	3
Generator	1
Honey Wagons	1
Modular Trailer	5
Motor Homes	5
Picture vehicles	5
Portable restrooms	1
Semi Trucks	5
Stakebed Trucks	5
Vans	4

Personnel on Location

Type	Quantity
Cast	5
Crew	75
Extras	5
Spot Check	1

Filming Activities Driving shots with the flow of traffic; Interior and exterior dialogue; Cancel Location;

Jurisdiction **Political:** Los Angeles City - Council District 11 **Police:** Los Angeles Police Department **Fire:** Los Angeles City

Thomas Guide **Page:** 671 **Grid:** j6

Approvals LOS ANGELES POLICE DEPARTMENT Melissa Hernandez

Coordinator Note CANCELED

Parking
Base Camp
Location Type : Location

Crew Parking
Location Type : To Be Determined

Posting "No Parking" signs B/S Zeno Pl. 150ft East & 150ft West of 2321 Zeno Pl*****CANCELED, FEES ARE DUE****

Approximate Footage 301 - 600 **Log Number** 8226

Date(s) 12/8/2010 to 12/8/2010 **Time(s)** 11:00 to 22:00

NOT A PERMIT

FilmL.A., Inc.
1201 W. 5th Street, Suite T-800
Los Angeles, CA 90017
t: (213)977-8600 - f: (213)977-8601
www.filmla.com

Summary Information — Location

Permit Number F00034624
Production Company THE CUSTOM FAMILY
Insured Company THE CUSTOM FAMILY
Production Title BLOOMINGDALES

Location Manager Alex Hamilton
Primary Phone Office - 818-321-0091
Secondary Phone Office - 212-742-1744

Location Address 2012 Pinehurst Rd, Los Angeles, CA, 90068

Location Type Private Residence

Film Dates 12/8/2010 - 12/8/2010 07:00 - 22:00

Open or Closed to the Public Closed

Generic Conditions Must Maintain 5' Clearance on Sidewalks/Walkways
No Cast and Crew parking on areas streets.
No interference with vehicular or pedestrian traffic

Equipment on Location

Type	Quantity
5 or 10 ton trucks	2
Cast/Crew vehicles	35
Cube Trucks	3
Generator	1
Honey Wagons	1
Modular Trailer	3
Portable restrooms	1
Semi Trucks	2
Stakebed Trucks	2
Vans	3

Personnel on Location

Type	Quantity
Cast	5
Crew	45
LA City UFSO assigned	26576

Filming Activities Interior and exterior dialogue;

Jurisdiction **Political:** Los Angeles City - Council District 04 **Police:** Los Angeles Police Department **Fire:** Los Angeles City

Thomas Guide **Page:** 593 **Grid:** D3

Approvals LOS ANGELES POLICE DEPARTMENT — Melissa Hernandez
LOS ANGELES CITY FIRE DEPARTMENT - FILM UNIT — Bill Parker

Parking
Base Camp
Location Type : Location
Crew Parking
Location Type : To Be Determined

Posting "No Parking" signs B/S Pinehurst 150ft North & 150ft South of 2012 Pinehurst Rd

Approximate Footage 301 - 600 **Log Number** 8229

Date(s) 12/8/2010 to 12/8/2010 **Time(s)** 11:00 to 00:00

NOT A PERMIT

FilmL.A., Inc.
1201 W. 5th Street, Suite T-800
Los Angeles, CA 90017
t: (213)977-8600 - f: (213)977-8601
www.filmla.com

Summary Information — Location

Permit Number F00034624
Production Company THE CUSTOM FAMILY
Insured Company THE CUSTOM FAMILY
Production Title BLOOMINGDALES

Location Manager Alex Hamilton
Primary Phone Office - 818-321-0091
Secondary Phone Office - 212-742-1744

Location Address 1744 Deerhill Trail, Los Angeles , CA, 90290

Location Type Private Residence

Film Dates 12/8/2010 - 12/8/2010 07:00 - 22:00

Open or Closed to the Public Closed

Generic Conditions
Must Maintain 5' Clearance on Sidewalks/Walkways
No Cast and Crew parking on areas streets.
No steps from trailers, trucks or motorhomes may be facing road
Number of uniformed officers listed on the permit is a minimum requirement. Permittee remains responsible for deploying a sufficient number of uniformed officers to provide traffic and crowd control to ensure the safety of the film crew and the public.
Traffic control must be done in accordance w/MUTCD
Traffic Officers Required
Uniformed officers shall have a copy of the film permit in their possession and are required to confirm that all traffic control signage devices are in place.

Equipment on Location

Type	Quantity
5 or 10 ton trucks	2
Cast/Crew vehicles	45
Cube Trucks	2
Generator	1
Motor Homes	1
Portable restrooms	1
Semi Trucks	2
Stakebed Trucks	2
Vans	2

Personnel on Location

Type	Quantity
Cast	5
Crew	45
Sheriff/CHP	1

Filming Activities Interior and exterior dialogue; Cancel Location;

Jurisdiction **Political:** Los Angeles City - Council District 03 **Police:** Los Angeles County Sheriff **Fire:** Los Angeles County

Thomas Guide **Page:** 590 **Grid:** C2

Approvals LOS ANGELES COUNTY ROAD DEPARTMENT - WESTCHESTER Vincent Milton

Coordinator Note LOCATION CANCELED, NOTIFICATION FEES ARE DUE

Parking
Base Camp
Location Type : Location
Crew Parking
Location Type : To Be Determined

Posting "No Parking" signs B/S Deerhill Trail 150ft East & 150ft West of 1744 Deerhill Trail

Approximate Footage County Parking **Log Number**

Date(s) 12/8/2010 to 12/8/2010 **Time(s)** 11:00 to 22:00

NOT A PERMIT

SPECIAL FILMING CONDITIONS
VENICE AREA

The Special Filming Conditions described below will be included in the terms and conditions of permits issued for filming in this area and are in addition to the standard terms and conditions applicable to filming permits generally. While these Special Filming Conditions will be included as terms if a permit for filming in this area is issued, they are not intended to, and do not, establish the criteria or standards for determining whether or not a particular permit (or permits) will be issued for this area. The decision whether or not a particular permit (or permits) will be issued is vested in the discretion of the appropriate City or County department or their designees (including FilmL.A., Inc.), to be exercised consistent with public health, safety and general welfare, and applicable land-use ordinances.

For purposes of these guidelines the Venice area is Santa Monica City limits to the north, Lincoln Boulevard to the East, Pacific Ocean to the west and Washington Boulevard to the South (including the Strand which is Pacific Avenue, Washington Boulevard, Via Marina, and the Pacific Ocean)

- **Affected residents and merchants must be notified at least two (2) days in advance of the first day of filming or the first day of any substantial set preparation.** *Permit requests must be submitted at least three (3) days in advance.*

- **Filming on holidays and weekends is generally not permitted**, especially during the summer. Exemptions may be granted on a case-by-case basis. Factors such as size of company, exact location and scope of intended filming, time of year, and anticipated impact on local parking will be considered when reviewing requests for such exemptions.

- **No vehicles shall be driven or parked on Ocean Front Walk between the hours of 10:00 a.m. and 7:00 p.m**. unless approved by The Department of Recreation and Parks.

- **Speedway shall not be used for parking of vehicles or equipment and must remain open to emergency vehicles.**

- **All vehicles and equipment (including private automobiles) associated with the production company shall be legally parked unless specific exemption is granted by the film permit.** No vehicles or equipment shall be permitted to park on Ocean Front Walk or the Venice Recreation Area property unless approved by The Department of Recreation and Parks. The use of private parking lots is strongly encouraged. Publicly owned parking lots in the area are managed by PCI parking and must be added to the filming permit and cleared with the appropriate agency.

- **Use of Los Angeles County beach parking lots have the following restrictions:**

    - **The Washington Boulevard lot is restricted to parking only between 7:00 a.m. and 10 p.m**. No community survey will be allowed for additional hours.
    - **Rose Avenue and Venice Boulevard lots require a community survey from affected residential buildings for any activity (parking or filming) prior to 7:00 a.m or after 10:00 p.m.**

- **Traffic control on all area streets shall be limited to a maximum of two (2) minutes.**

- **It is the responsibility of the production company to deploy sufficient police officers to ensure that traffic flow in the area is not unreasonably hindered.**

- **Additional Special Filming Conditions apply to filming on Washington Boulevard between Pacific Avenue and the Venice Pier, Abbot Kinney Boulevard, and Venice Beach.**

FilmL.A. Inc. PERMIT